COMPANY PRESENTATION
WISIMAGE, is a technology company based in Central France, in the city of Clermont-Ferrand. Founded in 2007, the core activity has been the development of computer vision technology. The company is owned by M. Alain MIKLITARIAN.

Our patented technologies allow us to propose solutions in the following domains:

- **Digital Beauty**: makeup and hair color.
- **Facial Recognition**: security and video surveillance.

Our team is comprised of specialized engineers in computer vision technology, IT developers and makeup artists.
BEAUTY REFLECTED

MAKEUP LIVE
PRE-CONFIGURATION OF EXPERT SYSTEM

1. Detection and analysis of facial features:
   morphology: shapes of face, eyes, mouth
   colour: skin tone, hair and eye colour

2. Make up:
   Makeup technique application.
MAK E U P L I V E « 4 approaches to makeup »

- Looks
- My Smart makeup
- Product
- Scan
MAKEUP LIVE « Discover Functionality »

LOOKS
MY SMART MAKEUP
PRODUCT
SCAN
Looks in a Tap

Your makeup artists techniques determines your brand’s looks. Customization allows the techniques to adapt to each individual face.

Also: Beauty advice, video tutorials, user profile management and social integration.
MY SMART MAKEUP

Try on looks for every occasion!
Your eyes, face and hair are enhanced by the makeup ideas proposed. Looks are adapted to each user’s facial features for a personal experience. Also: Beauty advice, video tutorials, user profile management and social integration.
MY SMART MAKEUP CUSTOMIZATION

- Colors
  - **100 possible** look combos for each makeup.

- Algorithmic color detection
  - eyes: black, brown, hazel, blue, grey
  - hair: blond, red, chestnut, brown, grey
  - skintone: white, olive, mixed, black

- Adapted techniques to face shape.

- Shape detection:
  - face: oval, round, long, square
  - eyes: round, space, distance...
  - mouth: thin, full...
Test all your products

Access to:
Beauty recommendation / Video tutorials / Profile management / Social networks.
Scan barcode and try it on!

Access to:
Beauty recommendation / Video tutorials / Profile management / Social networks.
Scan a look or an ad and try it on
User becomes the model.
BEAUTY RECOMMENDATION

MAKEUP LIVE
BEAUTY RECOMMENDATION

- Your makeup
- Product list
- Beauty and colour advice adapted for you!
USER CONTEXT

MAKEUP LIVE
USER CONTEXT: IN-STORE – CONSUMER APP

How to find MAKEUP L I V E?

- Through mobile platforms:
  - Web app
  - App or Playstore downloads

- From your computer: coming soon
DISCOVER MAKEUP LIVE ACROSS ALL PLATFORMS

- **WEB**: coming soon
- **Tablets**:  
  - iOS (iPad Air): available  
  - Android: in development
- **Smartphones**:  
  - iPhone 5S+: available  
  - iPhone 4 & 5: photo solution available  
  - Android: in development
Stay connected...
Share your experience across all social networks: Facebook, Twitter, Google+, Pinterest and email.
PRODUCT INTEGRATION

MAKEUP LIVE
CREATIVE MAKE UP « Product Integration »

Created by our team, Creative Makeup is a simple to use tool for:
- Product integration
- Look creation

WISIMAGE will assist you during this phase.
CONTACT

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